

Emergency Research Guide

7 Steps to Lightning-Fast
Surveys and Market Research



When your project deadline looms...



When your project deadline looms, it's time to jump on your preferred DIY platform right?

Well, maybe...

Problem is, DIY platforms can get you some speed, but they can't always get you enough speed. That is, they probably can't get you 100 location-specific in-store survey completes in just 1 hour like we did inside one major convenience store chain.

What's worse, is that when you get the speed, you're often compromising on quality. If the quality is going to be bad, you might as well not even do the research.

The fact is, when **speed** is your **goal**, the tools you use have more control over the situation than you do, and that's why you need the right tools.

That's why we built our services (both our managed services and DIY) for quality and speed in the following ways.

7 Reasons why MFour is much faster

Here's how it happens from the moment your MFour survey fields:

- 1. Instant push notifications with high response rate** – Your targeted quotas, including demographically representative complements of hard-to-reach Millennials, Hispanics and African Americans, hear a cash-register “ca-ching” that alerts them to a survey opportunity. No outmoded email notifications needed.
- 2. Highly-qualified panelists keep you feasible** – More than one million Americans make up our active panel. They give our Surveys on the Go® app unsolicited raves and high ratings at the App Store and Google Play, and are eager to use it.
- 3. Surveys don't require continuous internet connection** – With our native app, your entire survey loads straight into each respondent's phone. No vulnerable internet connection required. Survey presentation and function are tailored for smartphones, and the native app makes it easy and fast to answer – ideal for quick-hit questionnaires, yet smooth and reliable over LOI of 20 minutes.
- 4. Agile, in-the-moment data cleaning** – We do it in-the-moment as it comes in, ensuring the quality you need. Real time viewing as completes come in on your project tracker lets you get an early jump on analysis.
- 5. Super-high completion rates** – 95% on average. There's not much more to say on this one, the percentage speaks for itself. If you've worked with other survey providers in the past then you know 95% is very strong.

- 6. Lightning-fast completion speed** – You get 25% of the completes you need within an hour; 50% within a day; 100% within two days. We told you it's fast.
- 7. Quick reporting** – Survey completes don't matter until you can report on them, which is why we place an emphasis on speedy reporting as well. Automatic visualization tools instantly generate charts and graphs of your choice for presenting your data.

Deadlines met and anxieties relieved

You've freed your mind to do your best thinking about actionable possibilities of the insights you've gained. You're set to make your best presentation to decision-makers.

That's what happens when you power your research with the largest first-party, validated all-mobile consumer panel – 2.5 million U.S. consumers who participate with the industry's most advanced and highest-rated mobile research app.

Need to go even faster?

For the 7 reasons above, both MFour managed research services and MFourDIY, can get the job done very fast.

Also, we are the only company to have a market research firm, first-party mobile consumer panel, and a DIY platform all in one spot for extra speediness.

However, if you want to go even faster, you should know that we are the only company that has a mobile panel tied directly to the DIY programming platform. This allows us to turn around location-based research projects even faster.

Start your market research project with MFour today



Our market research team is here to brainstorm with you.

If you're facing a challenge, chances are, we've seen it before - and our qualified team of Senior Research Consultants can help. It is possible to get the answers to the questions you have, no matter how hard they may seem.

We're in your court and we have your back. We've worked with the largest brand-name companies and biggest market research organizations in the world. Our teams have years of experience.

[Start a new market research project](#)